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# ASSESSING THE DEPENDENCY OF NEWSPAPERS ON THE NEWS AGENCY OF NIGERIA

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**Abstract:**

*Following the emergence of new media, current trends in the media industry suggest that news agencies are steadily losing their relevance as key content provider. Against this background, this study seeks to assess the level of dependence of Nigerian newspapers on the services of the News Agency of Nigeria (NAN). It begins by noting briefly the agency's history, considering how it leverages on its standing as the only national news agency, to maintain a dominance as a dependable and affordable national media content provider. The advantage of being government may also have been a drawback. Adapting Media Dependency theory as a theoretical framework to support the study an organisation, the inquiry proceeds with the assumption that the agency will be dominant content provider for Nigerian newspapers. Face-to-face interviews with a sample of senior editors and content analysis (using both primary and secondary data) were used to assess this and other research concerns. The combination of quantitative and qualitative techniques offered interesting insights on the extent of Nigerian newspapers dependence on NAN copy. The study also reveals strengths and weaknesses in the operations of this government owned news agency. It contributes to better understanding of a key component of the mass media, namely the news agency and offers recommendations to help improve this critical sector.*

**Key Words:** *News agency operations, News sourcing, Newspaper management*